

ORDER



Orders
Order / Rev: 67466
Alt Order #: 9849177 /Brad
Product Desc: LOU BARLETTA
Estimate: 369
Flight Dates: 10/23/12 - 10/28/12
Original Date / Rev: 10/22/12 / 10/23/12
Order Type: GENERAL

WHP-TV CBS21

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency
Name: Brabender Cox Mihalke
Buying Contact:
Billing Contact:
 1218 Grandview Avenue
 Pittsburgh, PA 15211

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Barletta/R/Congress
Demographic: A35+
Product Codes: US Congress
Priority: P-2
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	45	\$19,905.00	\$16,919.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	45	\$19,905.00	\$16,919.25	0.00
Totals	45	\$19,905.00	\$16,919.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WHP-TV CBS21	21%	\$19,905.00
Market	100%	\$94,785.71

Competitive Share

	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	39%	\$36,966.43
WHTM	25%	\$23,696.43
WLYH	1%	\$947.86
WPMT	14%	\$13,270.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	10/24/12	10/26/12	CBS This Morning CBS This Morning	CM	7a-9a	--WTF--	:30	4	\$75.00	P-2	0.00	NM	4	\$300.00
N 2	WHP	10/24/12	10/26/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	--WTF--	:30	4	\$325.00	P-2	0.00	NM	4	\$1,300.00
N 3	WHP	10/24/12	10/26/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	--WTF--	:30	4	\$175.00	P-2	0.00	NM	4	\$700.00
N 4	WHP	10/24/12	10/26/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	--WTF--	:30	4	\$175.00	P-2	0.00	NM	4	\$700.00
N 5	WHP	10/24/12	10/26/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	--WTF--	:30	4	\$200.00	P-2	0.00	NM	4	\$800.00
N 6	WHP	10/24/12	10/26/12		CM	730p-8p	--WTF--	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00

Order / Rev: 67466
Alt Order #: 9849177 /Brad
Flight Dates: 10/23/12 - 10/28/12

Advertiser: Barletta/R/Congress
Product Desc: LOU BARLETTA
Estimate: 369

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 730p-8p M-F 730p-8p															
N 7	WHP	10/24/12	10/26/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	--WTF--	:30	4	\$325.00	P-2	0.00	NM	4	\$1,300.00
N 8	WHP	10/23/12	10/23/12	Tue Reg 1 Tue 8p-9p	CM	8p-9p	-T-----	:30	1	\$3,250.00	P-2	0.00	NM	2	\$3,250.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	10/23/12-10/23/12	Tue Reg 1 See MG 8.2,8.3 [No Copy]		8p-9p		-T-----	:30		(\$3,250.00)		0.00	NM		
2	WHP	10/24/12-10/24/12	Wed Reg 1 MG for 8.1 10/23 [MG within Flight]		8p-9p		--W-----	:30		\$3,000.00		0.00	NM		
3	WHP	10/27/12-10/27/12	Sa 730p-8p MG for 8.1 10/23 [MG within Flight]		730p-8p		-----Sa--	:30		\$250.00		0.00	NM		
N 9	WHP	10/25/12	10/25/12	Thu Reg 1 Thu 8p-9p	CM	8:00 PM-8:30 PM (8:00 PM-8:30 PM)	---T---	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
N 10	WHP	10/26/12	10/26/12	Fri Reg 1 Fri 8p-9p	CM	8p-9p	----F--	:30	1	\$1,350.00	P-2	0.00	NM	1	\$1,350.00
N 11	WHP	10/28/12	10/28/12	Su 6p-630p News CBS 21 News at 6p	CM	6p-630p	-----S	:30	3	\$140.00	P-2	0.00	NM	4	\$420.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	10/28/12-10/28/12	Su 6p-630p News See MG 11.4,11.5 [Preempted by NSM]		6p-630p		-----Su	:30		(\$140.00)		0.00	NM		
4	WHP	10/24/12-10/26/12	M-F 6a-7a News MG for 11.1 10/28 [MG within Flight]		6a-7a		--WThF----	:30		\$120.00		0.00	NM		
5	WHP	10/24/12-10/26/12	Late Late Show MG for 11.1 10/28 [MG within Flight]		1235a-135a		--WThF----	:30		\$20.00		0.00	NM		
N 12	WHP	10/27/12	10/27/12	CBS This Morning Satur Saturday Early Show	CM	9a-11a	-----S-	:30	1	\$125.00	P-2	0.00	NM	1	\$125.00
N 13	WHP	10/23/12	10/28/12	Sa 7p-730p Sa 7p-730p	CM	7p-730p	-----S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
N 14	WHP	10/28/12	10/28/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00
N 15	WHP	10/28/12	10/28/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
N 16	WHP	10/24/12	10/26/12	Letterman Letterman	CM	1135p-1235a	--WTF--	:30	4	\$140.00	P-2	0.00	NM	4	\$560.00
N 17	WHP	10/23/12	10/28/12	Sat Reg 2 Sat 9p-10p	CM	9p-10p	-----S-	:30	1	\$575.00	P-2	0.00	NM	1	\$575.00
													Totals	45	\$19,905.00